

Reaching Out to Empower Americans: An Update on The HUD NextDoor Kiosks



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History of HUD's kiosk efforts

How We Started

- ◆ **Project Started:** July 1997
- ◆ **Impetus:** Secretary Cuomo created “storefronts” and wanted an “ATM Machine” to bring HUD to the people
- ◆ **Target Audience:** People who had never been in contact with HUD or aren't using the web
- ◆ **Objective:** Empower citizens by making basic information available



History of HUD's kiosk efforts

The kiosk team

- ◆ **Departmental Web Team:** Kiosk project management, content creation
- ◆ **Office of Administration:** Space management
- ◆ **Office of Information Technology:**
 - ***ECCS:*** kiosk integration, installation, and technical support
 - ***Advanced Technology Systems:*** content, web, and database services
 - ***Summit Research Associates:*** Human factors
 - ***North Communications:*** Kiosk monitoring



History of HUD's kiosk efforts

Installations

- ◆ Kiosk installation began in November 1997
- ◆ HUD HQ was first, then Washington, DC storefront
- ◆ Next 6 were in Federal Buildings
- ◆ Then moved out into the community
 - Grocery Stores
 - Malls
 - Shopping Centers
 - Libraries
 - City Halls



History of HUD's kiosk efforts

The kiosk surround makes use of bright colors, pictures,





History of HUD's kiosk efforts

a remotely programmable LED display,





History of HUD's kiosk efforts

and a printer.





hud

History of HUD's kiosk efforts



This kiosk is for residents of the Albuquerque metropolitan area. If you would like information about another part of the country, visit any HUD office.



List of HUD
Offices



HUD In Your
Community



HUD On
Your Side



HUD
NextDoor



Buy A
Home



Find
Housing



Keep Your
Home



Get A
Refund



File A
Complaint



ALBUQUERQUE METRO AREA



How We Manage

- ◆ Content is generated by HQ and local offices
 - Of 100 pages, 80 are generic, 20 specific to the location
 - 17 of the 20 are fed by national databases
 - 3 pages are created and maintained by local offices
- ◆ Placement
 - cities with HUD offices, at least one per state, then large metropolitan areas
 - locations decided by local offices
 - look for places with maximum public access



How We Manage

- ◆ Cost per kiosk:
 - about \$18,000 to manufacture and install
 - \$150 per month for custodial service
 - \$250 per month for trouble calls



How HUD is assessing the project

Statistics

- ◆ In the month of January 2000:
 - Over 240,000 “hits”
 - Homes for Sale search used over 18,300 times
 - More than 17,000 pages printed
- ◆ Number of Users is still difficult for us to determine



How HUD is assessing the project

Consultant Visits

- ◆ Four times a year, we send out Summit Research Associates to observe users:
 - 88% say they use the kiosk because they just stumbled on it
 - 91% said kiosks were easy to use
 - 53% said they'd use the information
 - 23% of users are repeat visitors



How HUD is assessing the project

Anecdotal evidence

- ◆ We visit kiosks and talk with the hosts to see how it is going and get their feedback
- ◆ Webmanagers throughout the field report on how “their kiosk” is being used
- ◆ Every story we hear about the single mother printing off lists of homes for sale tells us we’re on the right track



How HUD is assessing the project

Awards

- ◆ Vice President Al Gore's Hammer Award for reinventing government -- 1999
- ◆ Electronic Government Consortium "Pioneer Award" -- 1999
- ◆ Center of Excellence for Information Technology "2000 Award" -- Feb. 2000
- ◆ Harvard University Innovations in American Government Semi-finalist -- 1999, 2000



Lessons learned

- ◆ Public sector kiosks have some of the same problems as commercial kiosks: Location, Location, Location!
 - Federal buildings don't work--We're moving those kiosks
 - City Halls aren't much better
 - Surprise! the more public the space, the better used the kiosk



Lessons learned

- ◆ Even though we restrained ourselves, still too much content
 - too hard to get to content, too many clicks
- ◆ It's easy to design one kiosk, or even 10. However, we should've designed for 100 from the beginning.



Lessons learned

- ◆ We had the right people at the table which enabled us to overcome traditional roadblocks
- ◆ We didn't reinvent the content wheel. We used the web site and receptionists as guides
- ◆ We planned for review and revision from the very beginning
- ◆ We discovered we already had attract loops that work well -- our PSAs.



Current status

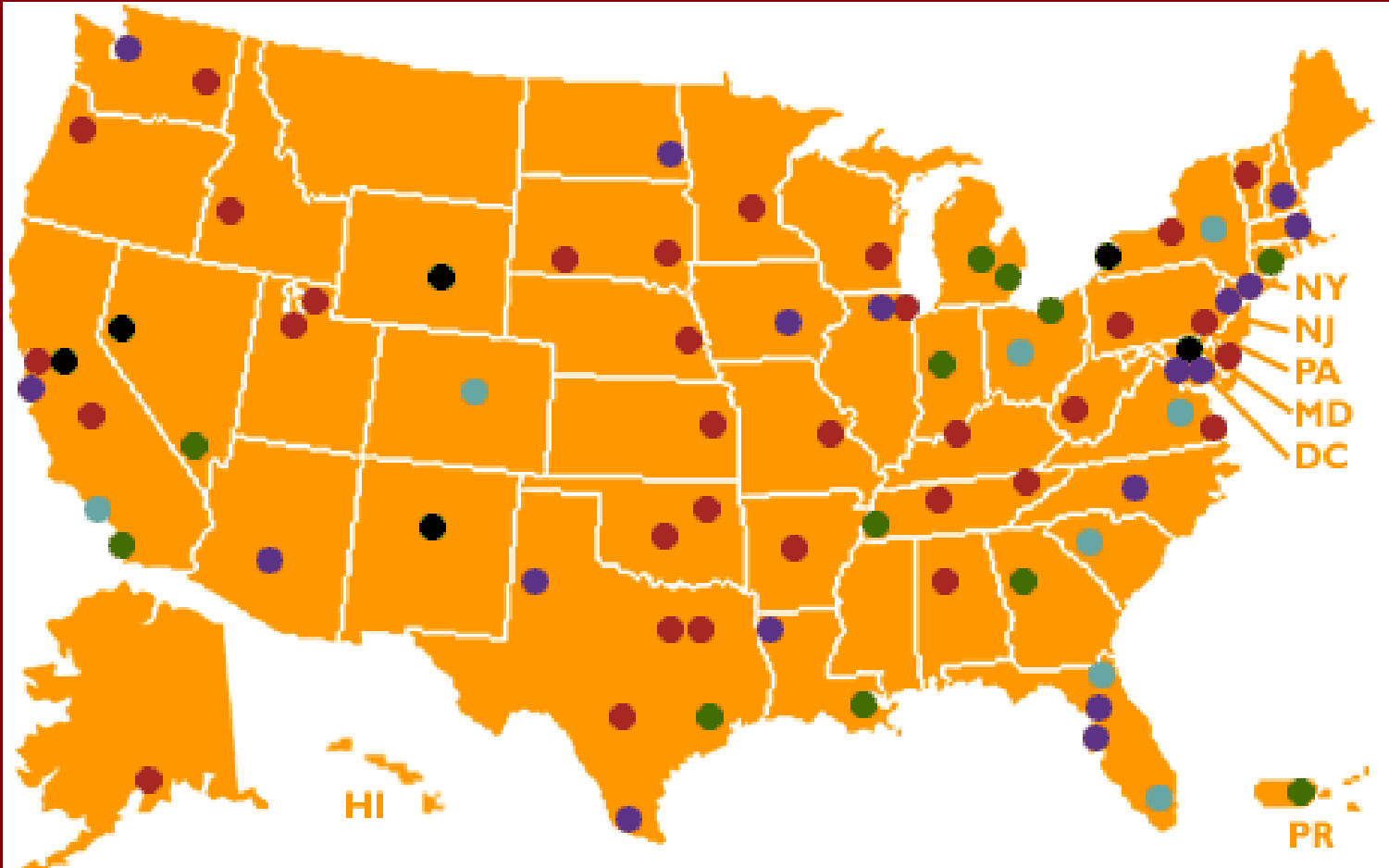
Number of kiosks

- ◆ 78 kiosks currently installed in 45 states plus the District of Columbia and Puerto Rico
- ◆ By the end of 2000
 - 110 installed kiosks
 - At least one kiosk in every state
 - A kiosk in every major metropolitan area



Current status

Kiosk locations





Current status

New look

- ◆ Content is flatter--not as many “clicks” to the good stuff
- ◆ Removed “Gigi”
- ◆ Removed a couple of unused sections
- ◆ All the kiosks will now be bilingual (English/Spanish)



 [HUD In Your Community](#)

 [Own a Home](#)

 [Rental Help](#)

 [File a Complaint](#)

 [Housing Counseling](#)

 [Homeless](#)

 [HUD Offices](#)

 [Spanish](#)

 [Help](#)

 [Main](#)

 [Back](#)

 [Print](#)



Current status

New technology

- ◆ Still web-based, but now database driven
- ◆ We now maintain content, not HTML
- ◆ Literally the same information on the kiosk will appear on the HUD home page
- ◆ We can now program the LED scrolling message remotely, update in minutes.

Men's Shelters

Denver Rescue Mission

Denver, CO -

294-0757

If this is the correct record, fill-out the new data below:

Type:

Organization:

Street 1:

Street 2:

City: State: , Zip: -

Phone:

Services:

Submit



Future plans

- ◆ We'll probably level off around 110-115
- ◆ Consolidate/evaluate the kiosks, move the ones needing moved, retrofit for ADA compliance
- ◆ Partnerships
 - with other federal agencies
 - with state and local governments
 - housing kiosks
- ◆ Web clinics with partners--Housing Authorities



- ◆ HUD's kiosks are still meeting the objective: bringing HUD to the people





Want More Information?

1. Go to <http://www.hud.gov>
2. Click on Reading Room
3. Click on Bookshelf 15: Web Documents

Questions/Comments?



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